

Studies in Media

Merchants of Cool Reflection Assignment

Cool hunting, just the name sounds like some type of media exploitation. But in this case it is not. It is simply referring to what a small group of business experts are doing in order to find out what teenagers will buy. Cool is what sells, especially to the most populated teenage generation since the baby boomers ('01). What these kids young, hormonal teenagers enjoy are 'mooks' and punk rap hybrids. Limp Bizkit one of these punk rap groups is at the top of their game, as well as Tom Greene the most infamous of all 'mooks' who was now everywhere. What kids wanted to see was obnoxious as well as underground.

People who enjoy more low key bands, products, would be considered underground. The one friend who knows the newest music first, and always wearing a hip t-shirt. This is who cool hunting is targeting. Who doesn't want to be up to date? Fads and trends keep our economy running, as well as keeping somewhat of a fashion and music scene in country.

Cool hunting is outrageously beneficial for teenagers. Democracy wins at the big television providers. 'Mooks' are what many teens enjoy seeing so that is what they shoot. What is cool really? Just something to fill our heads, something to aspire to be. Giving the public something to idolize and in reality live through.

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Ten years ago Limp Bizkit was just what the hormonal teenagers wanted to hear and rose to fame (Mainly from the support they received from MTV and TRL). These groups and people fit into what society was then begging for and corporations capitalized in every way possible. The anti society was popular then so the capitalist, greedy, sometimes ill intentioned business owners rammed it into society until it eventually fell out of cool and the next cool thing had succeeded it.